

Communicating with voters

During the 2018 Midterm Elections

How does the Recorder's Office communicate with voters?

- In person

- Attending events
- Voter Registration booths
- Deputy Registrars
- MCTEC/Downtown Office
- Town Halls
- MCTEC Tours



How does the Recorder's Office communicate with voters?

- By Phone:
 - STAR Center (Call Center Service)
 - MCTEC/Downtown Office
- Through the website (Maricopa.Vote):
 - Frequently asked questions with answers are available on our website
 - An online form allows people with additional questions to contact the office
- Surveys:
 - The Recorder's Office sends surveys out to voters after Primary and General Elections
- Post Election Report
 - <https://bit.ly/2Dat4OP>

Maricopa County Elections Department

Welcome to the Elections Department of the Maricopa County Recorder's Office. Our office serves over 2.2 million registered voters, and consists of 748 voting precincts. We provide election support to most of the jurisdictions in the county which includes cities, towns, school districts and special districts. Stay Informed. Make a Plan. Vote.

City of Phoenix Runoff Election

Wickenburg Recall Election

Voter Information

Frequently asked questions

What district do I live in?

Who are my elected officials?

ADA Voter Assistance

Community Resources

Elections

Election Calendar

Election Checklist

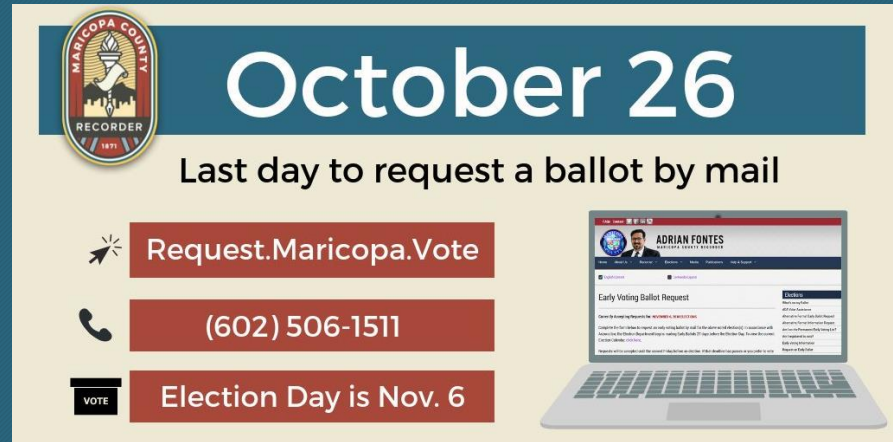
Where do I vote?

Ballot Tabulation Center live Stream

Become a Poll Worker

How does the Recorder's Office communicate with voters?

- Social Media:
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Used to increase awareness of:
 - Upcoming deadlines
 - Services provided by the office
 - Updates from the office
 - Job openings



Graphic posted during the 2018 Midterm Election

Content on Social Media

The following are examples of what was used to help educate voters:

- Short videos with graphics: <https://bit.ly/2UHtyrp>
- Myth Buster videos addressing election myths: <https://bit.ly/2KQaWRw>
- Produced videos: <https://bit.ly/2PeJNpX>
- Facebook Live: <https://bit.ly/2Te3kHv>
- Graphics and Infographics <https://bit.ly/2IPeAlA>



Raising Awareness through Paid Advertising

- We use paid advertising to reach out to voters during important periods leading up to the election. We use:
- Newspapers (*AZ Republic, AZ Informant, East Valley Tribune Publications, Independent News Media*)
- Digital (*Banner, Pay Per Click, Social Media*)
- Online streaming services (*Hulu, YouTube*)

Election Update From
Maricopa County Recorder Adrian Fontes



NOVEMBER 6, 2018
General Election

LAST DAY TO
RETURN BALLOTS
BY MAIL IS
OCTOBER 31, 2018

VOTE
CENTERS
ARE
NOW OPEN

TEXT "JOIN" TO 628-683
for automatic ballot status updates

FOR VOTING LOCATIONS AND ELECTION INFORMATION
CALL 602-506-1511 or VISIT:
WWW.MARICOPA.VOTE



The image shows a vertical flyer for the November 6, 2018 General Election in Maricopa County. At the top, it says 'Election Update From Maricopa County Recorder Adrian Fontes'. Below that, the date 'NOVEMBER 6, 2018' is prominently displayed in large, bold letters, with 'General Election' underneath. To the right of the date, it says 'LAST DAY TO RETURN BALLOTS BY MAIL IS OCTOBER 31, 2018'. Below this, it says 'VOTE CENTERS ARE NOW OPEN'. In the center, there is an image of a ballot envelope with a signature strip that says 'Your Signature So Firm' and '602-123-4567'. Below the signature strip, it says 'SIGNATURE REQUIRED/FIRMA REQUERIDA'. At the bottom, it says 'TEXT "JOIN" TO 628-683 for automatic ballot status updates'. At the very bottom, it says 'FOR VOTING LOCATIONS AND ELECTION INFORMATION CALL 602-506-1511 or VISIT: WWW.MARICOPA.VOTE'. There are two circular seals at the bottom, one on the left and one on the right, both featuring the Maricopa County Recorder's office logo.

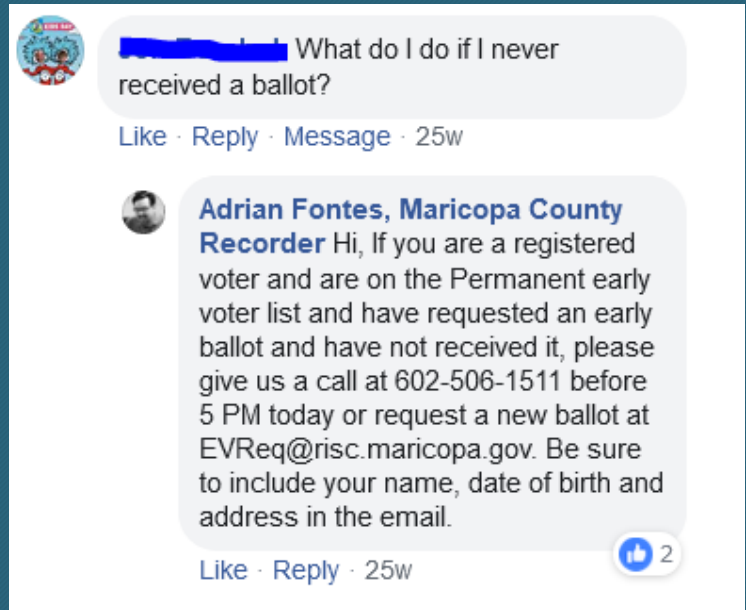
Raising awareness using Television and Radio

- **TV** (*Cable, ABC, NBC, PBS, Univision, Telemundo*)
- **Radio** (*iHeart Radio, KTAR, NPR, Entravision*)



How could the Recorder's Office improve?

- During the Primary Election, the communications department immediately noticed that more outreach was needed to inform early voters about what to do if they did not receive their ballot.
- We notified people ballots were being mailed, but not what to do if it failed to arrive.



How lessons learned became best practices

- For the General Election, the communications department provided more advance information on what to do if a voter did not receive their ballot.
- We were proactive, letting people know how to replace their ballot if it was damaged by the rain, providing information to voters before ballots arrived.

Early voters:
Have you
received your
ballot?



Was your ballot damaged by the rain?

Get it replaced!

You have options:

Call
(602) 506-1511

Visit a Vote Center



For a list of Vote Centers: www.Locations.Maricopa.Vote

The flyer features a white background with blue clouds and raindrops on the sides. In the center, there is a blue button with white text. Below the button, the text 'You have options:' is followed by two red buttons with white text. At the bottom, there is a small logo for the Maricopa County Recorder and a website link.

What did the Recorder's Office do well?

- On Election Day, during the General Election, Recorder Fontes gave multiple live reports to both the press and those watching on social media.
- After Election Day, we posted the number of ballots left to count for both the Primary and General Elections every day, until tabulation was completed.
- Voters appreciated being informed in real time, and feeling like they were part of the process.





Election Results
Maricopa County Recorder
Adrian Fontes

**60,000 Ballots to process
as of Nov. 16, 2018**

Next Update: Nov. 17, 2018 at 5 p.m.

Recorder.Maricopa.Gov/ElectionResults

Ways to get involved

1. Take a tour of MCTEC:
tinyurl.com/GetInvolvedMaricopa
2. Become a Deputy Registrar:
tinyurl.com/DRclass2019
3. Fill out an interest form: Getinvolved.vote

Stay in touch

 fb.com/AdrianFontesMCR

 [@recorderfontes](https://twitter.com/recorderfontes) & [@maricopaelex](https://twitter.com/maricopaelex)

 [@recorderfontes](https://www.instagram.com/recorderfontes)